



The Update

June
2013

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Is Your Agency Using Social Media?

If not..it's something you might want to consider! Social media is quickly becoming a primary source of information and a great way to communicate with people of all ages and socioeconomic statuses. You are probably familiar with Facebook and Twitter, but what about newer social media sites such as Storify, Google+, and LinkedIn? There are several different social media sites that offer different benefits and challenges in promoting public health, and determining which is the correct medium for what you want to accomplish can be daunting enough, not to mention actually learning how to use the site. Go to page 3 for a list of common (and not so common) social media sites and how they might help you promote your agency and the services you offer.

The Update is a monthly web newsletter published by the Iowa Department of Public Health's Bureau of Family Health. It is posted once a month, and provides useful job resource information for departmental health care professionals, information on training opportunities, intradepartmental reports and meetings, and additional information pertinent to health care professionals.

IDPH's Office of Health Care Transformation- What We Do

The Office of Health Care Transformation (OHCT) is a key point-of-contact for Affordable Care Act (ACA) related initiatives at IDPH including Health Benefit Exchange, Accountable Care Organizations, Patient-Centered Medical Home/Health Homes, prevention and chronic care management initiatives, community utility and care coordination. The OHCT presents to and offers technical assistance to a variety of stakeholders, including Local Public Health Agencies and other community organizations, on the initiatives of the OHCT and to prepare them for ACA implementation. The OHCT website can be accessed here: www.idph.state.ia.us/OHCT

Health Benefit Exchange (Marketplace) Survey

When key parts of ACA take effect in 2014, there will be a new way to get health insurance: the Health Benefit Exchange (Marketplace). The Marketplace is designed to help individuals and small businesses find health insurance that fits their budget, with less hassle. Every health insurance plan in the new Marketplace will offer comprehensive coverage, from doctors to medications to hospital visits. You can compare all your insurance options based on price, benefits, quality, and other features that may be important to you, in plain language that makes sense.

To assist with the implementation of this new Marketplace, you have the opportunity to participate in a survey to help in the planning process. IDPH has contracted with the University of Iowa Public Policy Center to conduct a survey to find out Iowans preferences for things like how to purchase health insurance and where you would like to receive information. This information will be very valuable when planning the Marketplace and targeting the education and outreach in Iowa.

The Check-Up is a health reform newsletter that is a key avenue to distribute key information, opportunities, and impacts to the public and other partners in Iowa. The Check-Up can be accessed [here](#).

You can access the survey by clicking here: <http://iowahealthinsurancesurvey.com/>.

A factsheet that gives more detail on what the Marketplace is can be accessed here: <http://marketplace.cms.gov/GetOfficialResources/Publications-and-articles/about-the-marketplace-english.pdf>

Do you need ideas for care coordination?

WIC programs serve 45% of infants needing a hearing screen or re-screen in Iowa, and many of these families may be receiving services from your agency as well. You could be reimbursed for assisting families in getting their infants' hearing screened. Click on the ear for more information!



Social Media

Click on the icons below to see content

Speaking of Social Media...

IDPH is excited to announce a new Facebook group for the Iowa Family Support Network! This group is a chance for family support professionals in Iowa to stay in frequent contact with each other and IDPH. We hope that you will share and read things like program successes and challenges, training opportunities, and other helpful resources for family support professionals. We would love for all family support professionals in Iowa and anyone else interested in following the trends and developments in family support to join this group. You can find our group page at: <https://www.facebook.com/groups/IowaFamilySupportNetwork/>. We are looking forward to hearing from you in this group and hope that you are excited to start sharing!



Calendar at a Glance

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July

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

50 Years of Saving Babies' Lives

2013 is the 50th birthday of newborn screening in the United States!

In 1963, the first state-mandated newborn screening programs began in Massachusetts, Oregon and Delaware. Fifty years later, over 4 million U.S. newborns are screened each year for certain genetic and metabolic conditions, hearing loss, and critical congenital heart disease.

Every year, over 60 Iowa babies' lives are saved or improved thanks to newborn screening.

Newborn screening is the practice of testing every baby soon after birth for certain harmful or potentially fatal conditions that are not apparent from physical examination or appearance. For babies who test positive for one of these conditions, rapid identification and treatment makes the difference between health and disability -- or even life and death. It is the largest and most successful health promotion and disease prevention system in the country and is perhaps the fastest, safest way to help protect your baby against certain diseases and medical conditions.

A Goodbye Note from Lucia...

I'm off to new adventures at the end of June. It's been a wonderful ride working within Iowa's MCH community and I will miss so many of you. But now it's time to make furniture from old wood, visit my grand-daughter in Uganda and move - move - move. I really won't miss the sedentary years of sitting at meetings, sitting at the computer and sitting in the car for the daily three-hour commute. I leave the work in good hands. You are amazing. Rock on, everyone!

Lucia Dhooge

